



Editorial

Dear Readers,

Entering 2013, the Agency for Agricultural and Research Development (AARD) has been introducing the concept of corporate management for all of its subsidiary institutions. The private coorporation management style concept requires support from all components of researchers and personnel to achieve highly valued level. With this spirit, this newsletter is delivered to enrich your knowledge about agro-socioeconomic field.

This issue contains information about the competitiveness of Indonesia's horticultural crops. Currently, Indonesia is reported in the 17th rank of 139 countries. In this economic globalization era, Indonesia should be able to seize opportunities to develop its economy by appropriately use of these natural resources and cultural wealth. Moreover, Indonesia should also be able to revitalize agricultural extension for improved agro-industry competitiveness. But, how? It is probably down to you, to the institutions involved, and to our wise leaders.

About the logo, as you may be aware, we have included our new logo shown at the upper right side of this newsletter's front page. This is part of the AARD's management efforts to motivate all researchers and research institutions' personnel to reach higher level of achievement in its various activities. The word "Agro Inovasi" is a symbol of innovation product identity produced by AARD. The green color bud indicates the source of life, blooming and that the AARD's new products are considered as the initial phase of a long process before its commercial production. The blue color tick-off sign below the bud shows that the new product has been tested and passed several research evaluation steps along with associated reliable academic arguments.

Have a nice reading.

The Editor



Research Findings

COMPETITIVENESS OF HORTICULTURAL PRODUCTS TO IMPROVE INDONESIA'S EXPORT MARKET

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Indonesia is the potential to become the key player in the world's economy. Currently, Indonesia ranks 17th of 139 countries in the world with natural resources endowment and it ranks 39th in terms of cultural wealth. In the era of globalization and liberalization, with its natural resources and cultural wealth, Indonesia should be able to seize opportunities to develop its economy.

To be able to seize the opportunities and to take advantage of the world trade circumstances, Indonesia has to compete with other countries. The growth of Indonesia horticultural trade for the past ten years experienced a sluggish trend and dealt with some barriers in the world market.

Objective of this study is to assess the potential of Indonesian horticultural commodities in the world's market.

The detailed objectives of this study are as follows: (i) to assess the potential of Indonesian cabbage, mangosteen, and ginger to the world's market, and (ii) to assess the competitiveness of Indonesian cabbage, mangosteen, and ginger as export products. Cabbage was purposively selected to represent vegetables, mangosteen to represent an annual fruits, and ginger to represent medicinal plants.

In general, the actors of the SCM of cabbage, mangosteen, and ginger are farmers – middlemen/traders/collectors – the consumers.

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